

OLYMPIC
BROADCAST ANALYSIS
REPORT

CENTENNIAL OLYMPIC GAMES
1996



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INTERNATIONAL
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COMMITTEE

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INTRODUCTION



Television continues to be the medium through which the world experiences the Olympics. More viewers in more countries watched the Centennial Olympic Games than ever before, making it the most watched sports event ever.

Broadcasters offered viewers in over 214 countries and territories the opportunity to watch some of the greatest sporting action ever shown. 33 World Records and 112 Olympic Records helped boost global audiences to a cumulative 19.6 billion viewers, an 18% increase over the 1992 Barcelona Olympic Games.

The IOC is pleased to provide you with this detailed broadcast analysis of the Centennial Olympic Games.

Juan Antonio Samaranch

President

International Olympic Committee

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SECTION 1

CENTENNIAL OLYMPIC GAMES BROADCAST ANALYSIS

DELIVERING THE WORLD:

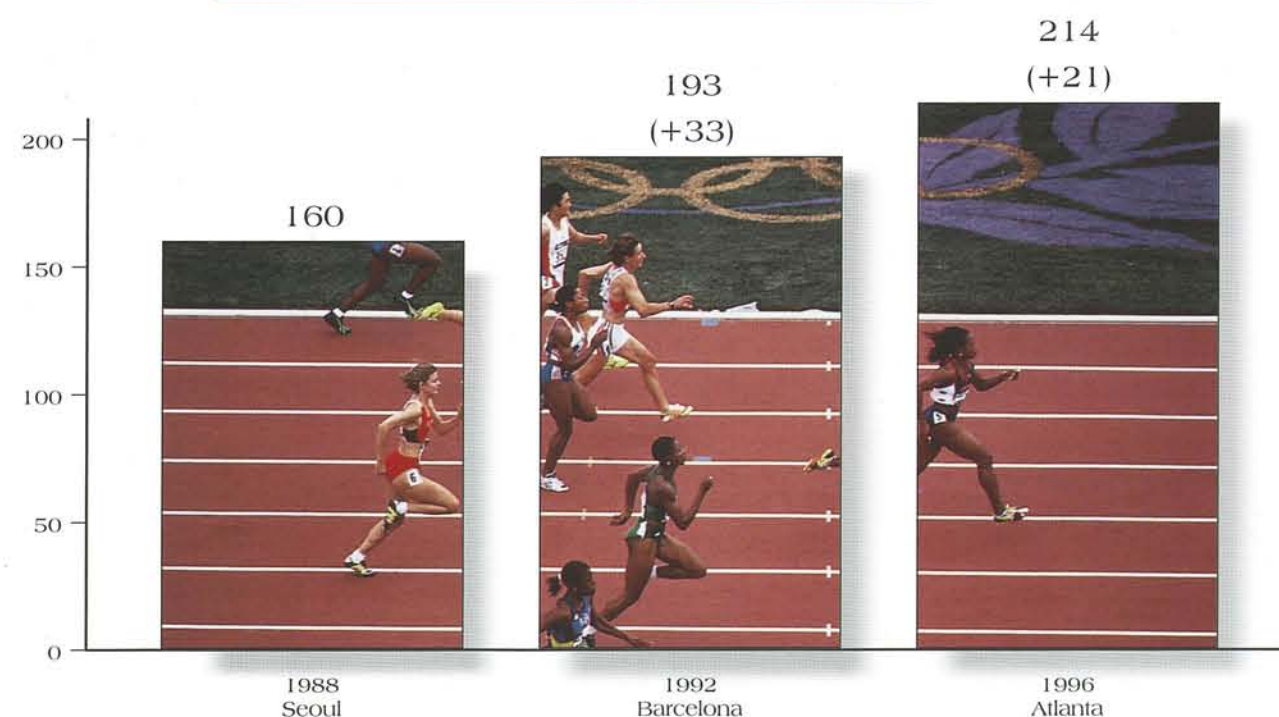
THE WHOLE WORLD WATCHES

THE OLYMPIC GAMES

The 1996 Olympic Games were televised in more countries and territories than ever before ...

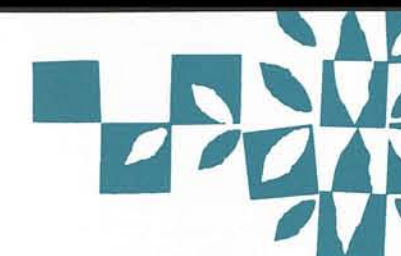
- An estimated 214 countries and territories around the world televised the Games, an increase of 21 over the 1992 total of 193 (+11%). A major reason for this increase was the proliferation of satellite transmissions across Africa and the Middle East, plus the IOC assisted distribution to more than 36 URTNA Group countries in Africa.
- 66% of countries and territories showed coverage on national channels (terrestrial and cable). 37% had access to foreign channels. Approximately 50% had access via satellite (many in addition to national channels).
- The Olympic Games are telecast in more countries and territories than any other sporting event, including the 1994 World Cup Football (188), the 1996 SuperBowl (187) 1996 Wimbledon (167) and the 1995 Formula One Grand Prix Series (127).

Number of Countries/Territories Televising



Note: The Olympic country list is based on NOC recognition, United Nations recognition and national dependencies, territories and possessions grouped by nation and counted only once. If each country, dependency, territory and possession were counted separately, the total would exceed 250.

Source: SMS/SRI



Coverage hours were up 25%...

- In total, more than 25,000 hours of coverage were telecast worldwide, as versus 20,000 in 1992.
- Broadcast coverage was sourced from 3,000 hours of live sporting action produced by the Host Broadcaster. This is up from 2,800 in 1992.
- On an aggregate basis factoring in multiple broadcasts, the major countries telecast an average of 23 hours per day, with live coverage continuing throughout the night in many European countries. This is a considerable increase over the 17 hours per day for the 1992 Barcelona Olympic Games.

Worldwide Olympic Television Broadcast Hours



Source: SMS/SRI

DELIVERING THE WORLD:

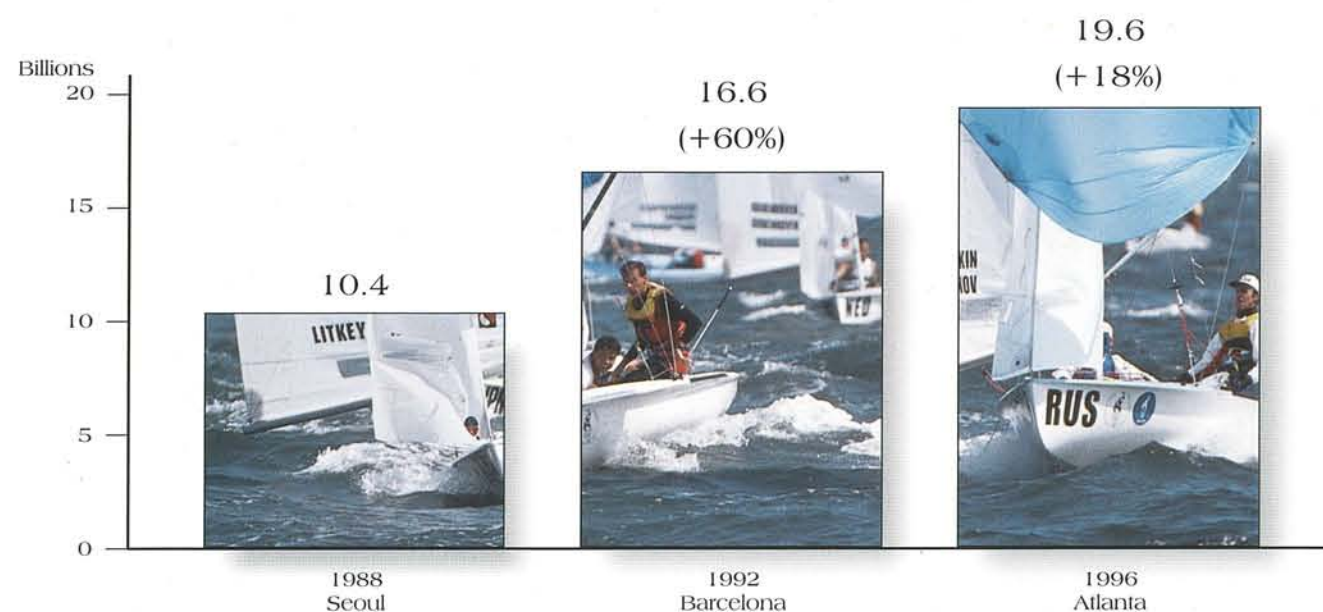
THE WHOLE WORLD WATCHES

THE OLYMPIC GAMES

The total global viewing audience increased by 18%...

- The gross cumulative TV audience (for all Olympic transmissions in all countries) is estimated at 19.6 billion viewers, an increase of 3 billion (18%) over the 1992 Barcelona cumulative audience of 16.6 billion.
- 9 out of 10 potential viewers worldwide tuned in to watch at least part of the Centennial Olympic Games.
- Out of a potential global television audience of 3.5 billion viewers, an unduplicated audience of more than 3.2 billion people watched the Olympic Games in 1996.
- Cumulative audiences broke previous Olympic records in many countries, including Australia (+163%), South Africa (+126%), Brazil (+174%), Mexico (+159%), Japan (+50%), Italy (+113%), Austria (+21%), Hong Kong (+47%), United States (+223%) and Greece (+80%).
- Audience ratings broke all previous records in many major countries, notably Brazil, Australia, Japan, South Korea, USA and Italy.

Worldwide Olympic Cumulative Viewing Audience (Billions)

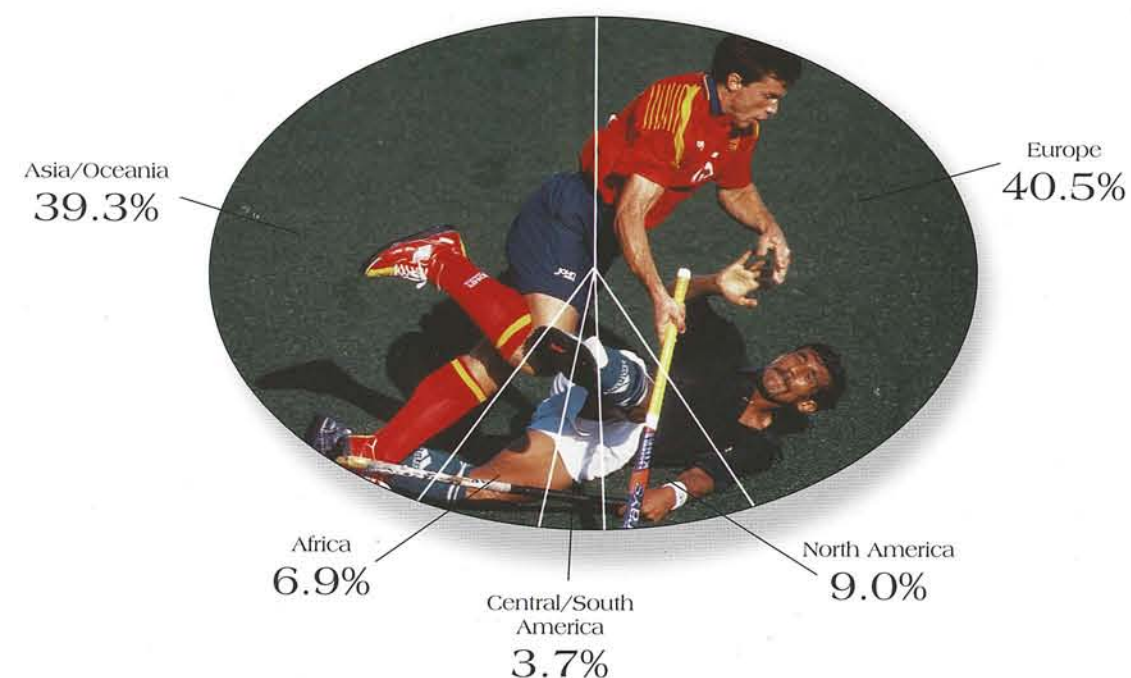


Note: Cumulative viewing is the sum of the average audience by programme, which is measured over the entire coverage on all stations broadcasting.

Source: SMS/SRI

WORLDWIDE OLYMPIC CUMULATIVE VIEWING AUDIENCE BY REGION

1992 16.6 Billion Cumulative Viewers



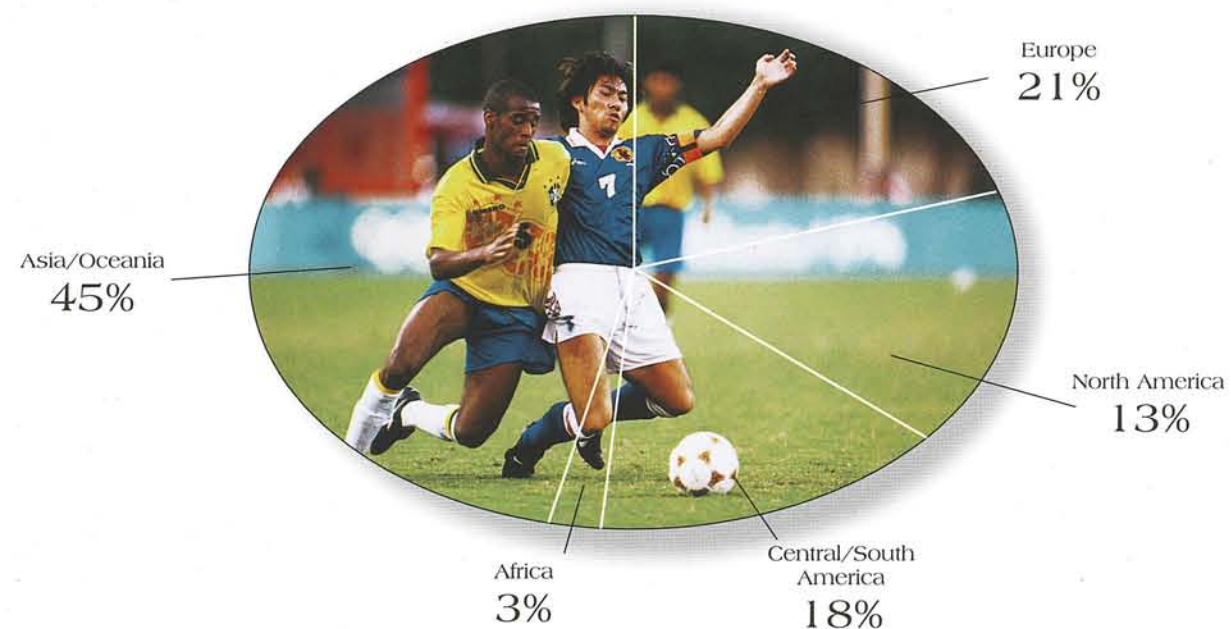
1996 19.6 Billion Cumulative Viewers



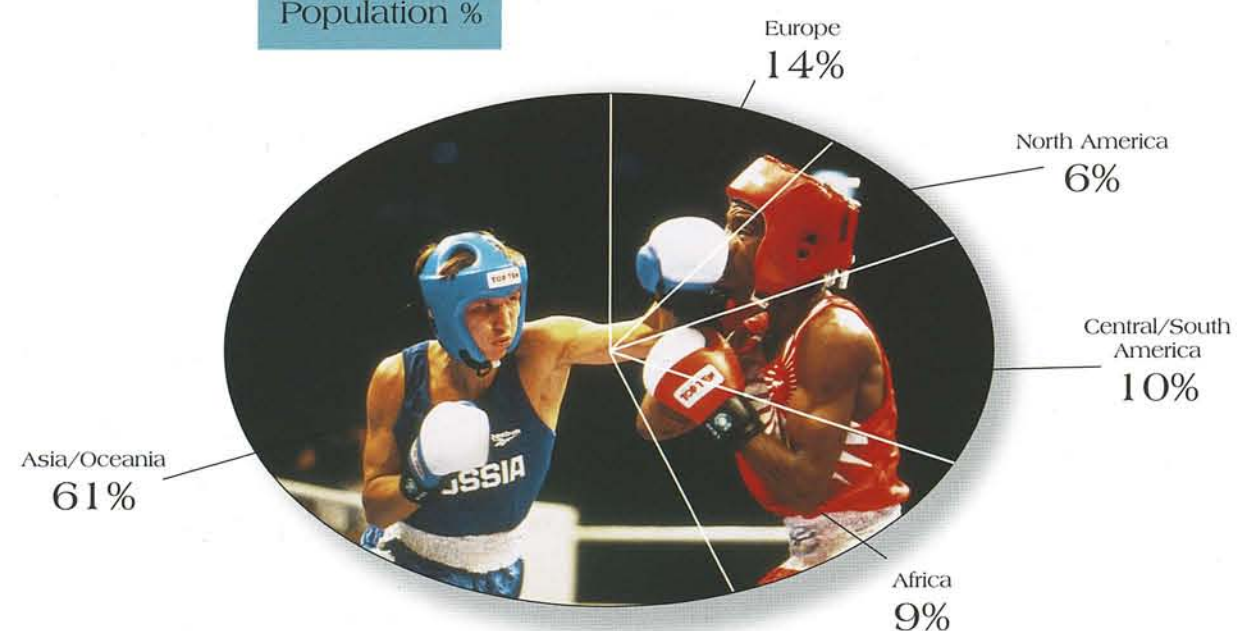
Source: SMS/SRI

AUDIENCE DISTRIBUTION VS POPULATION BY REGION

Cumulative Audience %



Population %



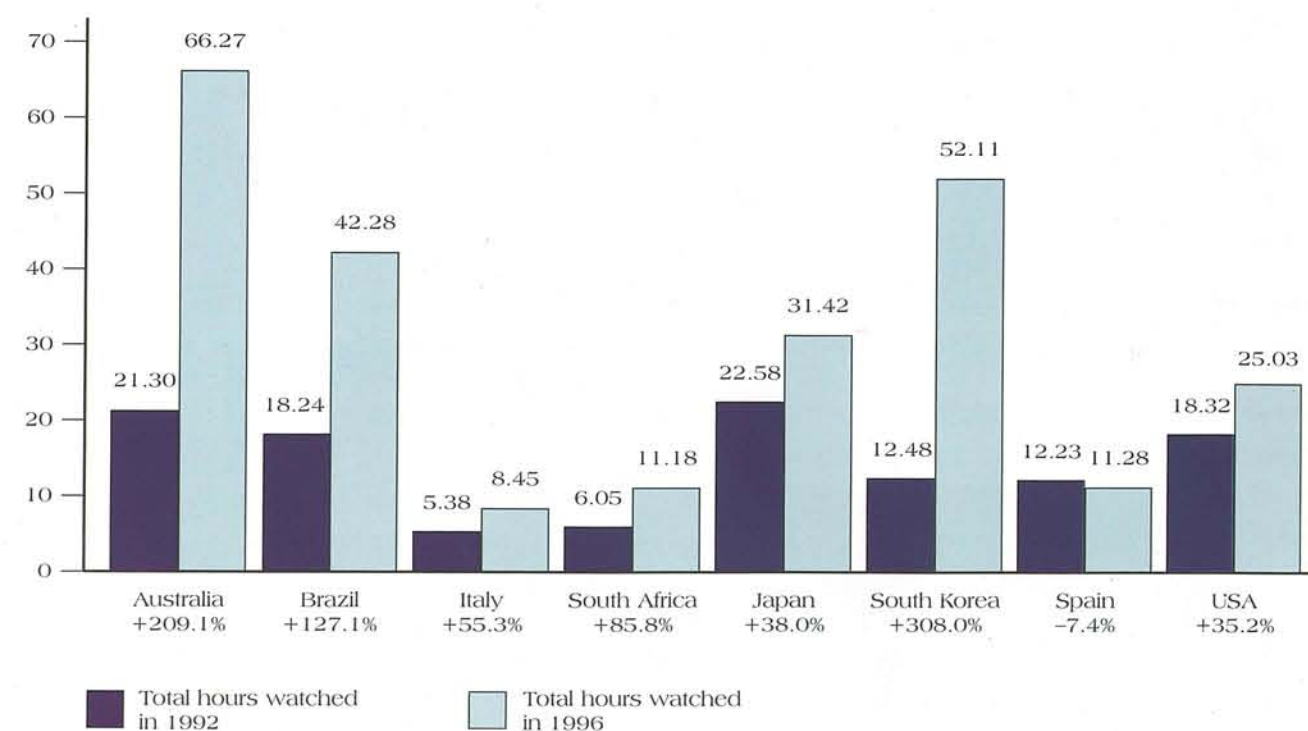
Source: SMS/TV International Factbook 1996

REGIONAL GROWTH:

MAJOR GROWTH IN KEY REGIONS

- Regionally, the largest increases were experienced in Asia and South America.
- Average consumption per inhabitant (average number of hours watched by an individual viewer) in key countries increased overall by 66%, to a total of 25 hours versus 15 hours in 1992.
- The most notable increase of average consumption per inhabitant were seen in Australia (+209% to 66+ hours per person), Brazil (+127% to 42+ hours), South Africa (+86% to 11+ hours), South Korea (+308% to 52+ hours), and Japan (+38% to 31+ hours).
- Some major countries in northern Europe (France, Germany and the UK) had reduced overall viewership, primarily due to unfavourable programming times. Live coverage of major events was often scheduled in the early morning hours.

1996 Average Consumption in Major Markets
(average number of hours watched by individual viewer)



Source: SMS

A TOP RATED TELEVISION EVENT

Record breaking performances are an integral part of any Olympic Games. From a broadcasting perspective, the Olympics introduce new broadcast technology, break new ground in terms of event coverage and set new ratings records. The Olympics rate as the number one global broadcast. On a national basis, the Olympics are consistently ranked in the top rated shows, both sport and general.

- In the **U.S.A.**, the host country, the Atlanta Games became the most watched event in U.S. television history, where cumulative viewing figures increased over 220% to 2.5 billion viewers, from 780 million for the Barcelona Games in 1992. Approximately 92% of the nation's households with televisions tuned in. More women than men watched, with a 30% increase in female viewership versus 1992. Also 25% more young people aged 18-34 watched. Overall, the Games averaged a 21.6 rating and a 41% share of households, a 26% increase versus 1992.
- In **BRAZIL**, the peak rating of 53 (on TV GLOBO) was more than double the peak rating achieved in 1992. This is equal to the highest rated sports programme of the last several years, Brazil vs. Honduras football game telecast on 8 June, 1994.
- In **AUSTRALIA**, viewing was at an all-time high with prime time audiences up 87.6% to approximately 3.0 million from 1.6 million in 1992. The live telecast of the Opening Ceremony achieved a rating of 40.0, two rating points higher than the top rated Australian sporting programme of the last two years (State of Origin Rugby). The ten highest Olympic ratings (31.2 average) were on par with the top ten sports programmes over the last two years (31.4 average).
- **CHINA** had a prime time ratings high of 19.0, with an audience of 163.4 million (32.0% share). Other programmes in the top 10 achieved a rating ranging from 18.9 to 16.6.
- **JAPAN** reached a ratings high of 43.0 for the Women's Marathon. Live coverage of the Opening Ceremony on NHK achieved a rating of 30.9 as compared to 19.6 in 1992. The 1992 Barcelona Games reached a ratings high of 25.2. Average prime time rating for 1996 was 14.6, versus 12.5 in 1992. Prime time ratings for the July/August 1995 period averaged 10-14.
- **ITALY** had a ratings high of 9.5 (36.4% audience share), which is on par with the 1992 ratings high of 9.7.
- **GERMANY** had a peak prime rating of 11.7, versus a seasonal prime time rating of 9.0.

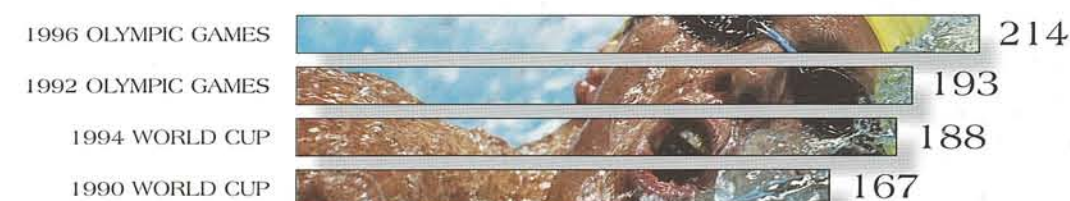
- In **POLAND**, the three top rated Olympic events each achieved a 24.0 rating and the top ten programmes achieved an average rating of 21.4. All but two of these programmes were broadcast during prime time, when cumulative audience was up 30% versus 1992.
- In **SOUTH AFRICA**, the highest rated event achieved a 23.1 rating. Comparisons between top rated events of the Olympic Games and the five highest rated sports programmes broadcast by SABC over the last two years show the Olympic Games averaging 7 rating points higher, and for the top non-sports programmes 5.8 rating points higher.

The Premier World Event

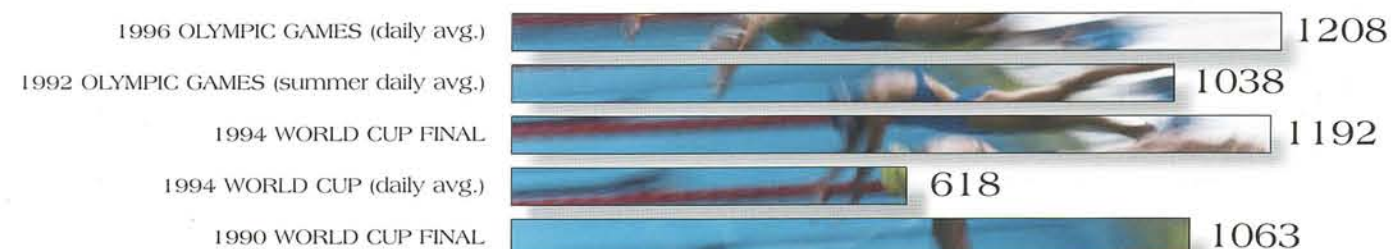
The Olympic Games is the premier world event in terms of viewer interest. In 1996, more countries and territories telecast the Games, showing more hours and gaining higher viewership and ratings worldwide. The Olympic Games are the number one sporting event in the world.

For example, in a comparison of the World Cup (Football/Soccer) and the Olympic Games:

Countries and Territories receiving telecast



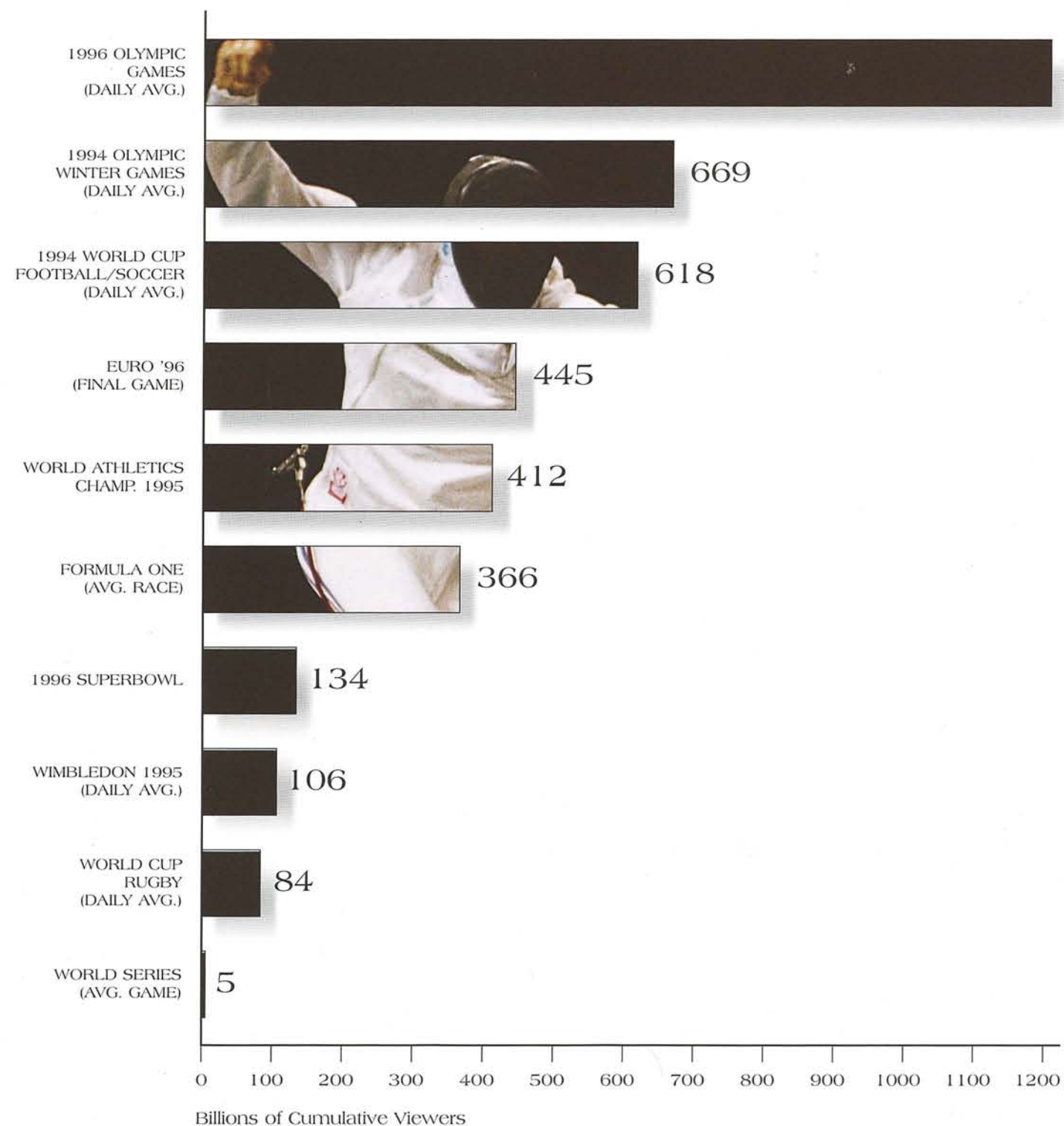
Average Daily Viewership (cumulative viewership in billions of viewers)



Source: SMS/SRI

WORLDWIDE SPORTS PROGRAMMING

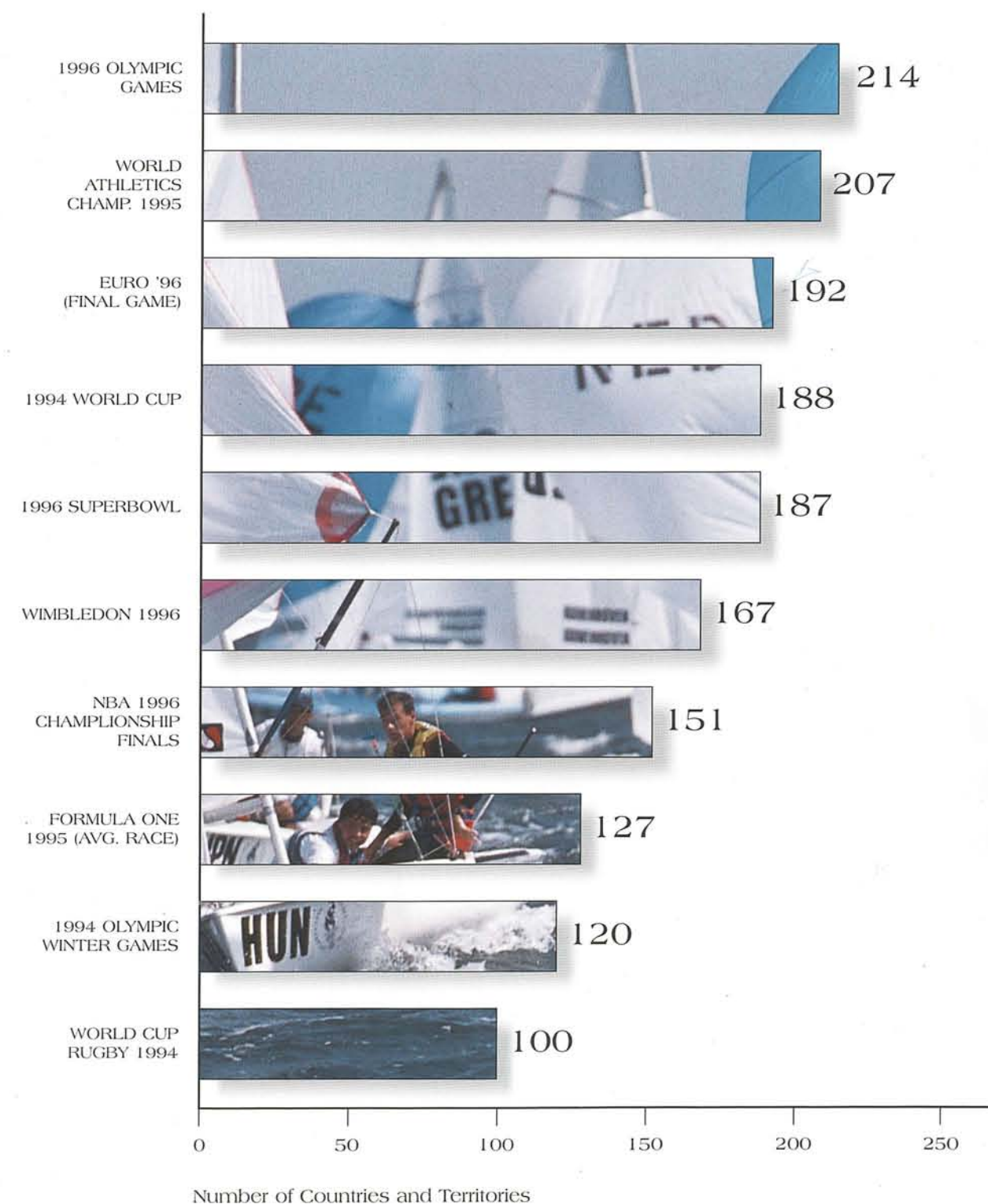
AUDIENCE RANKING



Source: SMS/SRI

WORLDWIDE SPORTS PROGRAMMING

NUMBER OF COUNTRIES AND TERRITORIES TELEVISIONING



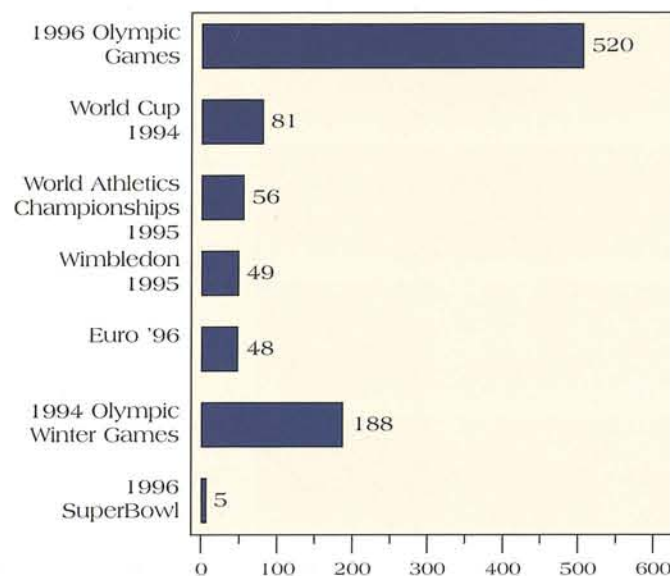
Source: SMS/SRI

WORLDWIDE SPORTS PROGRAMMING

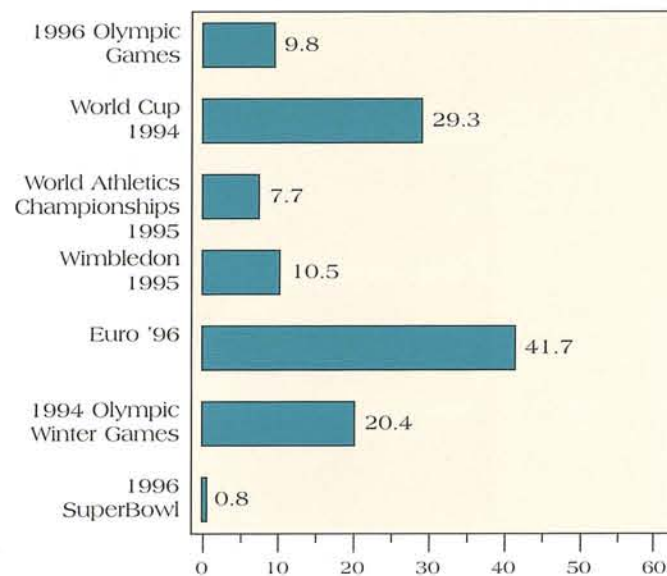
COVERAGE HOURS/HIGHEST RATING

Germany

Number of Coverage Hours

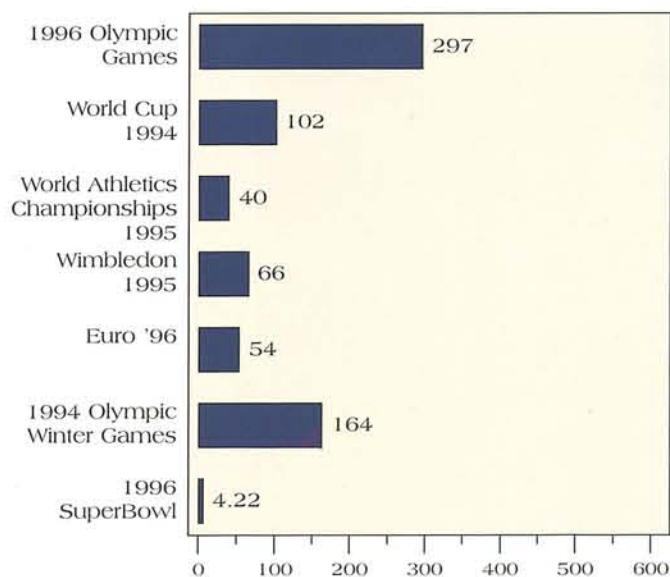


Highest Rating

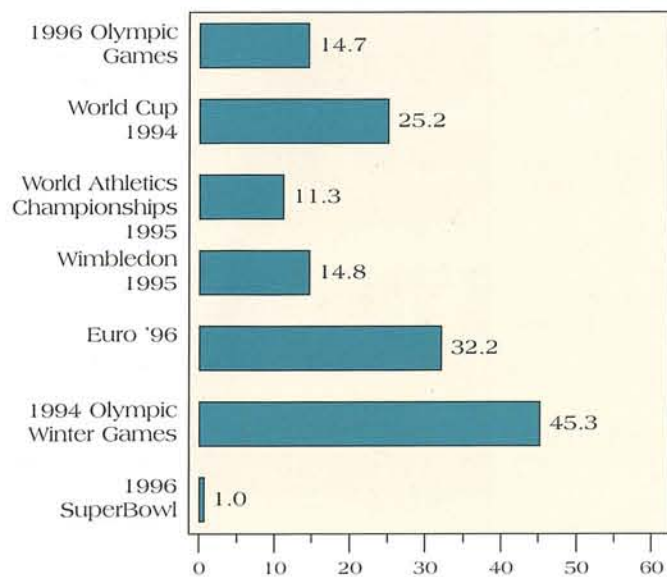


United Kingdom

Number of Coverage Hours



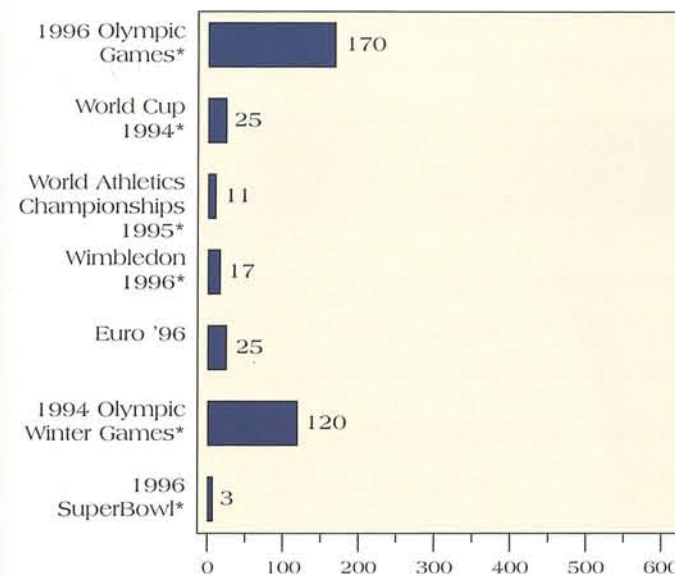
Highest Rating



Source: SMS/SRI/Nielsen

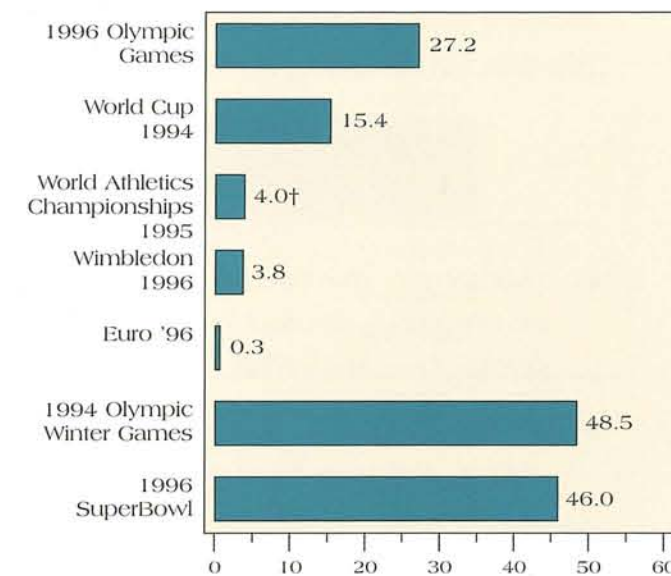
USA

Number of Coverage Hours



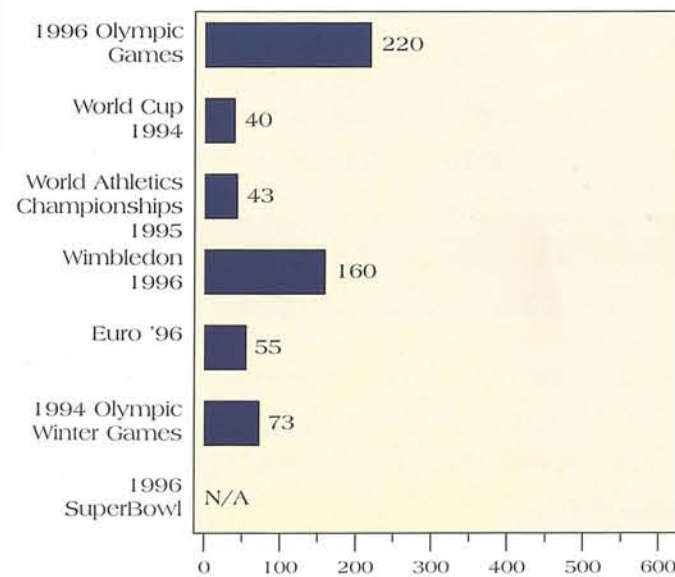
*Network coverage only. Does not include cable.

Highest Rating



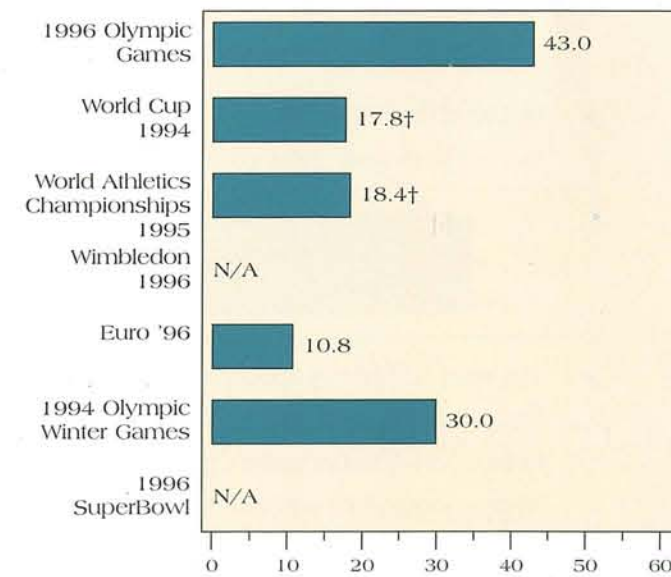
Japan

Number of Coverage Hours



Source: SMS/SRI/Nielsen

Highest Rating



† Estimates

THE OLYMPIC GAMES

A UNIQUE TELEVISION EXPERIENCE

Television plays a critical role in communicating the Olympic experience to the global community. Television has allowed the world to experience and share classic Olympic moments.

Although coverage differs in each country, there are basic similarities worldwide...

- **PAGEENTRY** - The Opening and Closing Ceremonies attract large audiences. Viewers around the world enjoy perennial Olympic moments such as the international march of the athletes, the Olympic Oath, and the lighting of the Olympic Flame.
- **NATIONAL HEROES** - Most countries focus coverage on competition involving their own athletes, particularly those in contention for medals.
- **A SENSE OF HISTORY** - All countries relive Olympic history. Highlights of great Olympic moments are part of the coverage. Past Olympians are featured during telecasts.
- **INCLUSIVE SPORT COVERAGE** - Viewers show a strong interest in sports which they might not typically watch. Olympic coverage is generally broader and more informal than regular sport coverage. It often includes lesser known sports, as well as commentators who talk about their experiences in the sport and help viewers understand what is happening.
- **FOCUS ON THE ACTION** - In most countries, programming decisions are often made on the spot, depending upon where the sport action is occurring.
- **DEDICATED PROGRAMMING** - Most broadcasters place their emphasis on the Games over the two week period. Olympic coverage pre-empts or is incorporated into regular programming.

The Olympics are not a single sporting event, but a diverse spectrum of events...

- The vast number of sports and the international nature of the Olympic Games provide broadcasters with a broad palate of material from which to create programmes of high appeal to their individual country's interests. 3,000 hours of live sporting action were produced by the host broadcaster - equivalent to 125 DAYS of programming.
- While the Olympics are hugely popular everywhere, the most popular events vary considerably from country to country. The diversity of the Games is reflected by the range of programming available worldwide.

1996 CENTENNIAL OLYMPIC GAMES

MOST COVERED SPORTS BY COUNTRY



Country	TV Rating ¹	No. of hours ²	Prime time cov. ³
Australia	Swimming	Athletics	Athletics
	Basketball	Swimming	Swimming
	Rowing	Basketball	Basketball
Brazil	Boxing	Volleyball	Football
	Football	Basketball	Basketball
	Basketball	Football	Volleyball
Canada	Athletics	Athletics	Athletics
	Rowing	Volleyball	Volleyball
	Basketball	Gymnastics	Swimming
China	Diving	Basketball	Athletics
	Table Tennis	Gymnastics	Gymnastics
	Badminton	Table Tennis	Swimming
France	Athletics	Athletics	Gymnastics
	Handball	Gymnastics	Cycling
	Swimming	Football	Athletics
Germany	Fencing	Athletics	Athletics
	Judo	Swimming	Equestrian
	Equestrian/Rhythmic	Equestrian	Football
	Gymnastics		
Hong Kong	Athletics	Athletics	Athletics
	Table Tennis	Volleyball	Swimming
	Canoeing	Football	Gymnastics
Italy	Volleyball	Athletics	Boxing
	Cycling	Swimming	Fencing
	Shooting	Basketball	Volleyball

¹ Highest rated programmes

² Greatest number of total hours broadcast

³ Greatest number of prime time hours broadcast

Source: SMS

1996 CENTENNIAL OLYMPIC GAMES

MOST COVERED SPORTS BY COUNTRY

Country	TV Rating ¹	No. of hours ²	Prime time cov. ³
Japan	Athletics	Athletics	Athletics
	Swimming	Swimming	Gymnastics
	Gymnastics	Gymnastics	Swimming
South Korea	Badminton	Athletics	Badminton
	Wrestling	Gymnastics	Athletics
	Hockey	Basketball	Wrestling
Russia	Gymnastics	Boxing	Boxing
	Swimming	Volleyball	Volleyball
	Athletics	Athletics	Cycling
South Africa	Hockey	Athletics	Tennis
	Athletics	Boxing	Boxing
	Swimming	Gymnastics	Gymnastics
Spain	Tennis	Athletics	Tennis
	Cycling	Tennis	Gymnastics
	Rhythmic Gymnastics	Football	Volleyball
UK	Athletics	Athletics	Tennis
	Rowing	Gymnastics	Athletics
	Hockey	Hockey	Gymnastics
USA	Gymnastics	Swimming	Gymnastics
	Athletics	Gymnastics	Athletics
	Swimming	Athletics	Swimming

¹ Highest rated programmes

² Greatest number of total hours broadcast

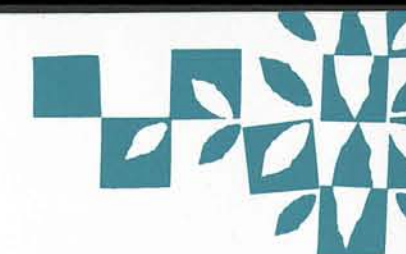
³ Greatest number of prime time hours broadcast

Source: SMS

THE POWER OF THE GAMES:

DELIVERING A QUALITY

DIFFICULT-TO-REACH AUDIENCE



Research shows that the Olympic Games attract a significantly more exclusive audience than other major events.

The power of the Olympics attracts higher income demographic groups.

The Olympics also attract people who watch less television than the average viewer and those viewers who do not usually watch sport.

Audience delivery of the upscale, light viewer in the United States increases significantly during the Olympic Games:

- Television households with an income of US\$ 60,000 or more score 141 index. In other words, these households are 41% more likely to watch the Olympic Games than the average television household.
- Television households whose head of household has an income of US\$ 40,000 are 36% more likely to watch.
- Highly educated households, whose head of household has 4+ years of university, are 24% more likely to watch.
- As indicated by the indices for average network programming, these upscale viewers are traditionally light viewers. The Olympics deliver over 50% more of this audience than regular prime time.

Upscale audience delivery also increases in Germany during Olympic events versus average television programming:

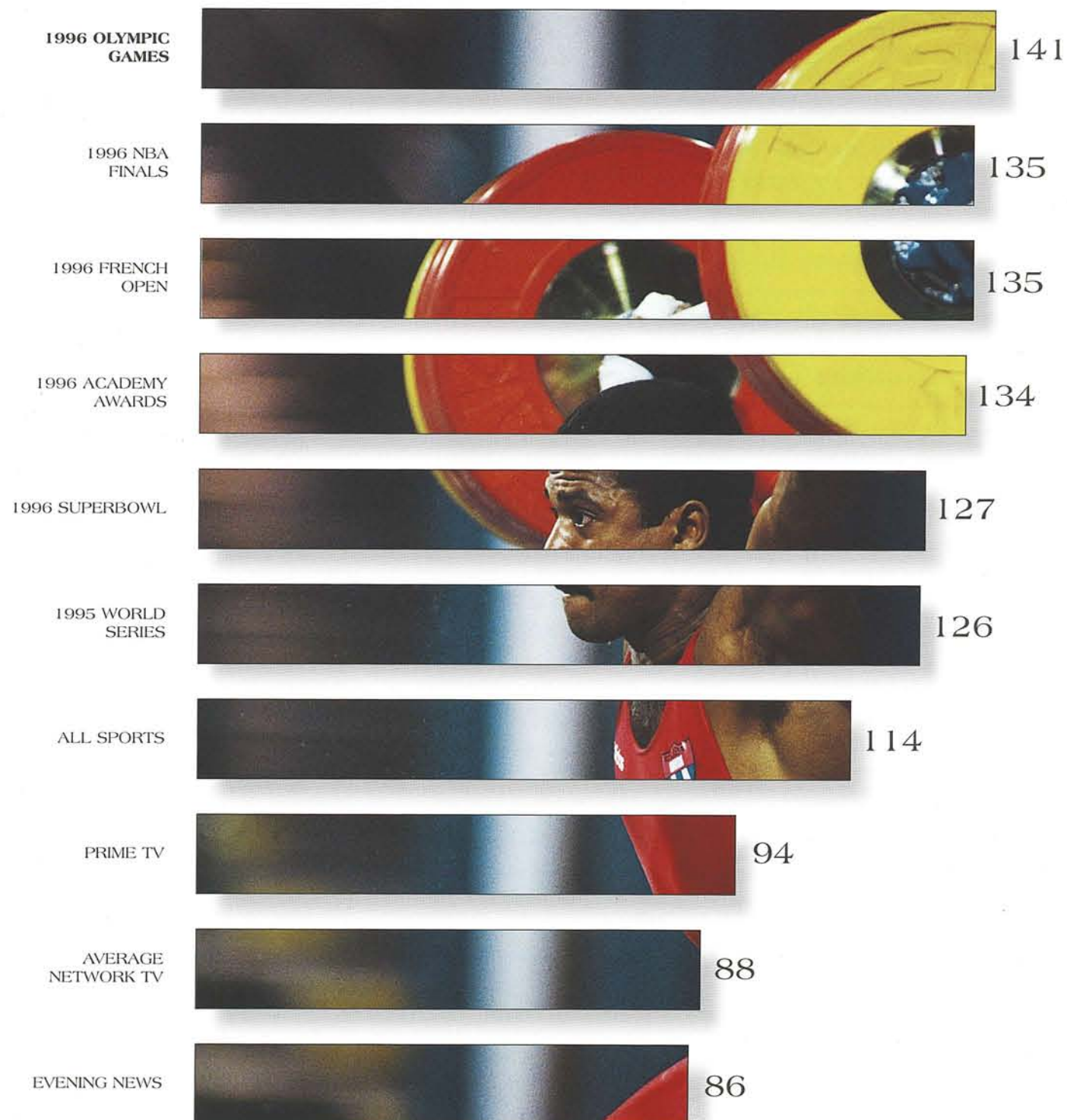
- Television households with a household income of DM 42,000+ are 11% more likely to watch the Olympic Games.

Similarly upscale viewership in the UK increases during the Olympics versus general television viewership:

- Upscale viewers (AB demographic group) are 54% more likely to watch the Olympic Games than general television programming.

TELEVISION VIEWING INDEX

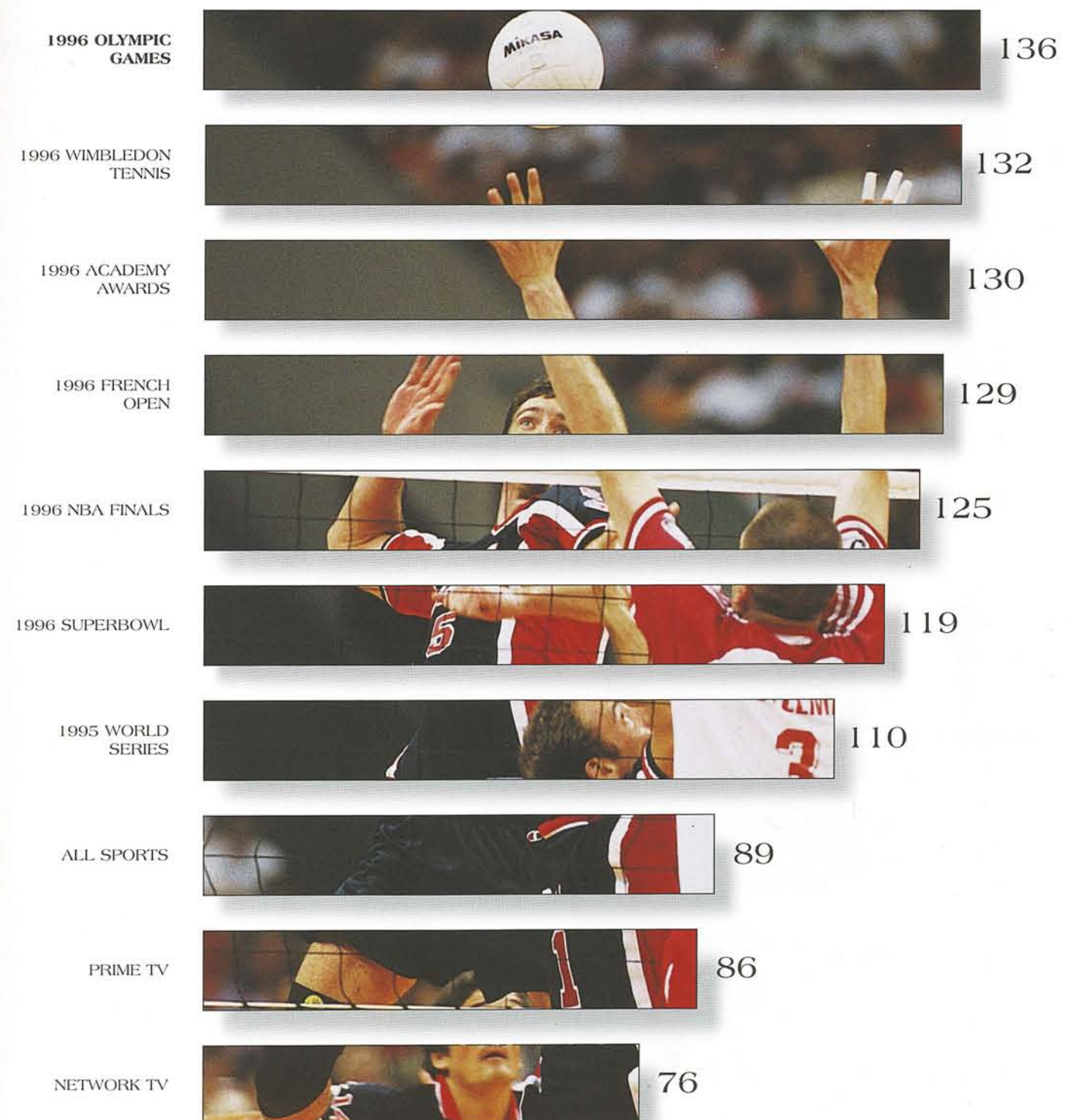
\$60,000 + INCOME (USA)



Source: Nielsen Television Index

TELEVISION VIEWING INDEX

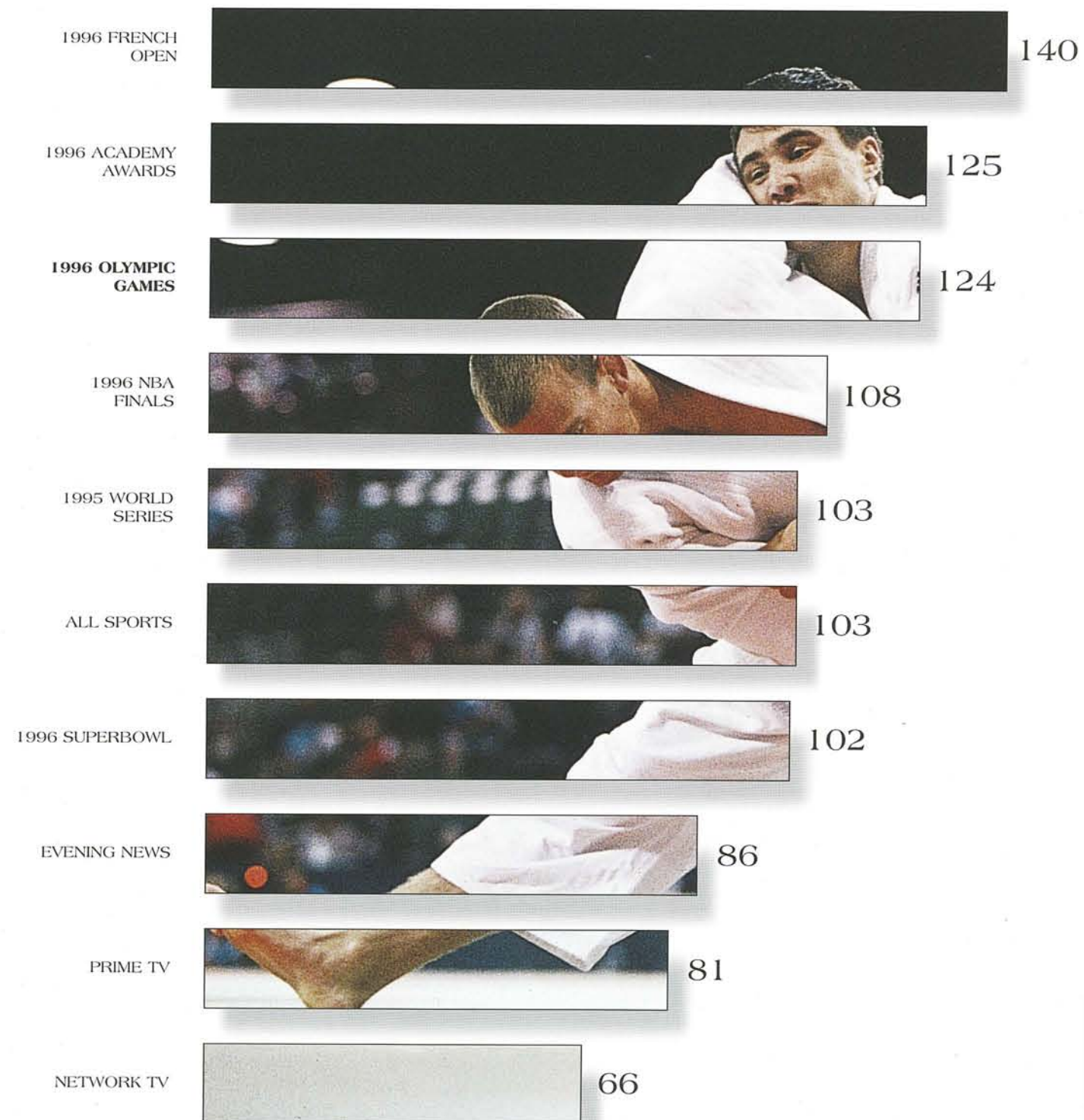
\$40,000 + HHI (USA)



Source: Nielsen Television Index

TELEVISION VIEWING INDEX

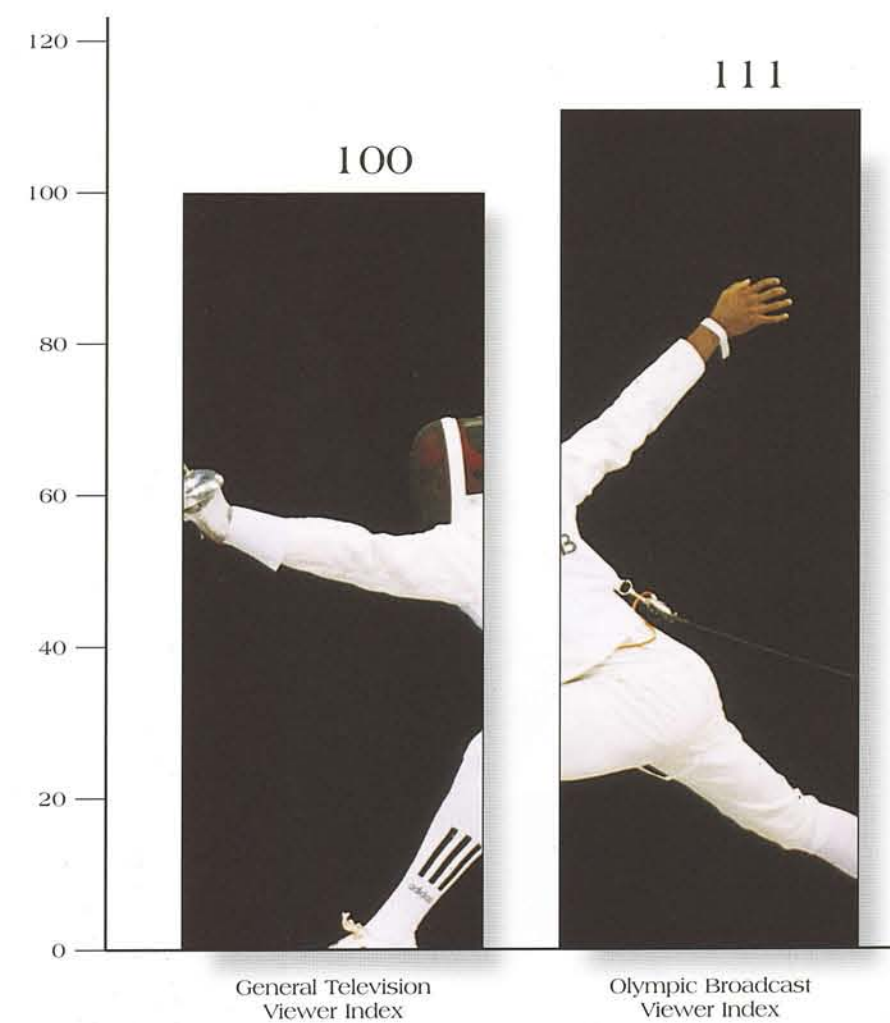
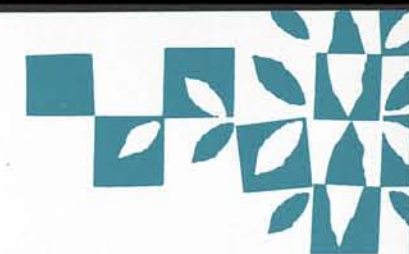
4+ YEARS UNIVERSITY (USA)



Source: Nielsen Television Index

TELEVISION VIEWING INDEX

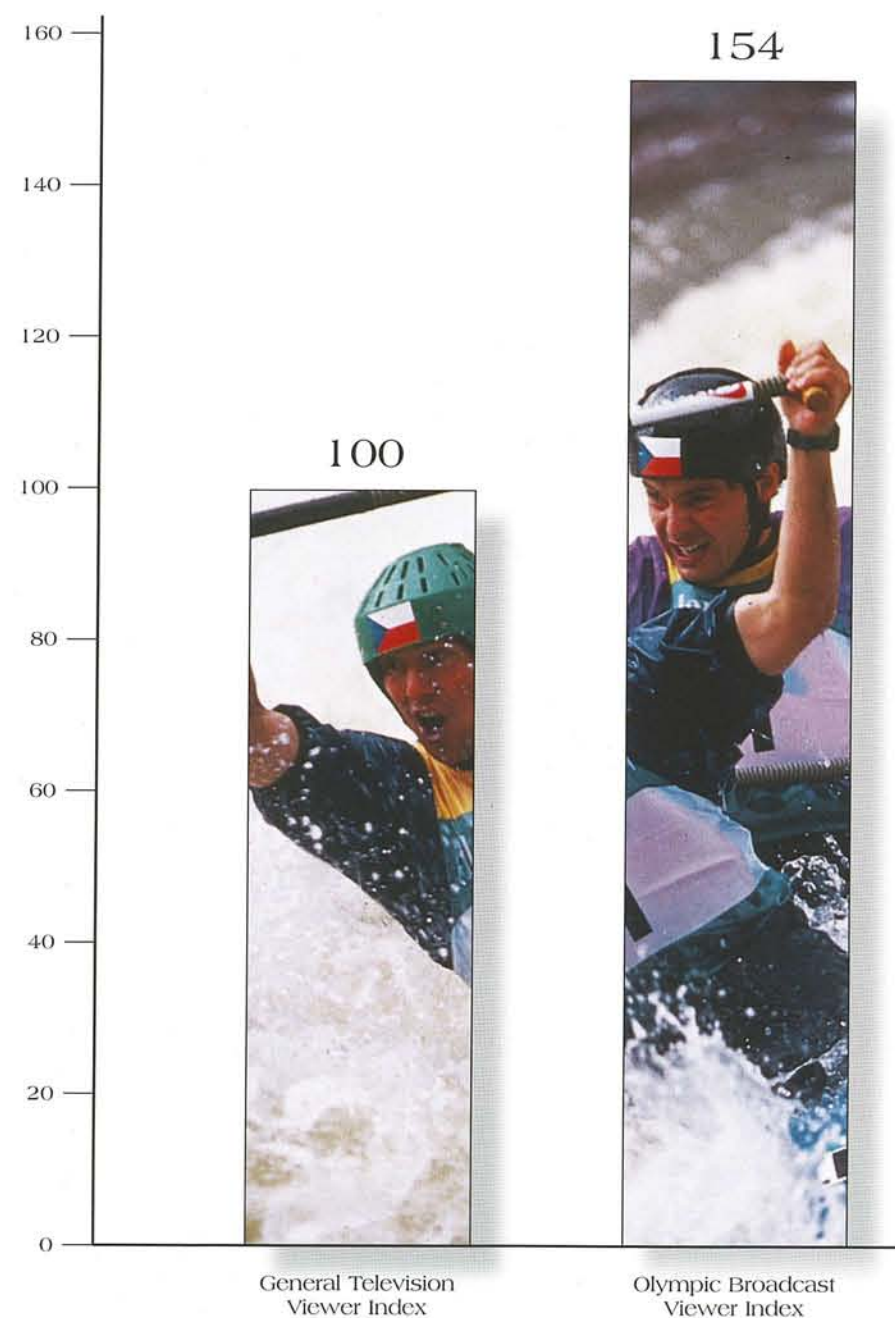
DM 42,000 + HHI (GERMANY)



Source: Media Connections/Grey Advertising

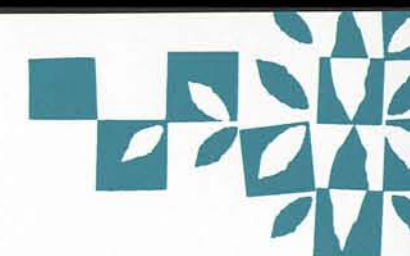
TELEVISION VIEWING INDEX

AB DEMOGRAPHIC GROUP (UK)



Source: Media Connections/Grey Advertising

DELIVERING THE "LIGHT" TELEVISION VIEWER



By definition, the "light" television viewer is a particularly difficult person to reach. However, the Olympic Games prove to be an extremely effective vehicle in reaching this segment of the population versus other television options.

The Olympics not only have a strong concentration of the light, upscale viewer in the U.S., they also deliver them in quantity:

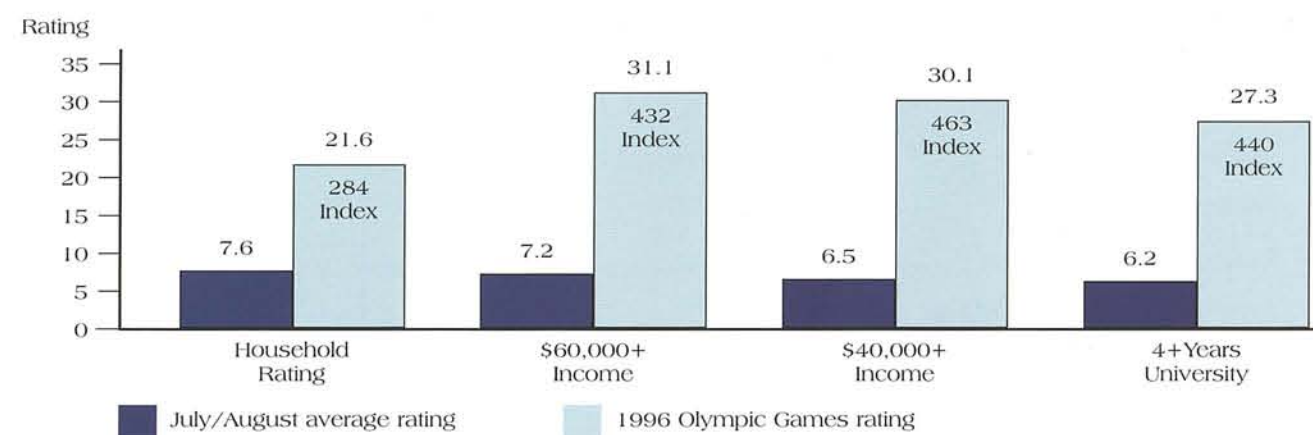
- Among higher income and better educated demographic groups, the Olympic Games registered a rating of 4 times greater than the average prime time rating for these groups.
- The Olympics registered a rating of 3-4 times that of regular Saturday/Sunday sports programming.

In Japan, light viewer ratings improved significantly during top Olympic events over regular household ratings:

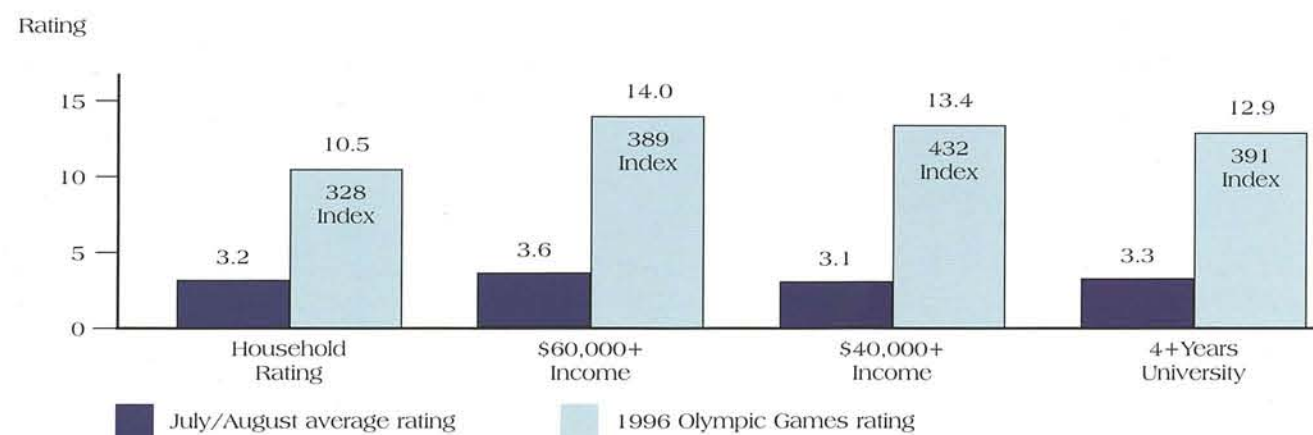
- While general Olympic household ratings increased 3 times (301 index) versus prior month average ratings for the same time periods, light viewer ratings were 15 times greater (1522 index).

DELIVERING THE "LIGHT" TELEVISION VIEWER

USA Prime Ratings

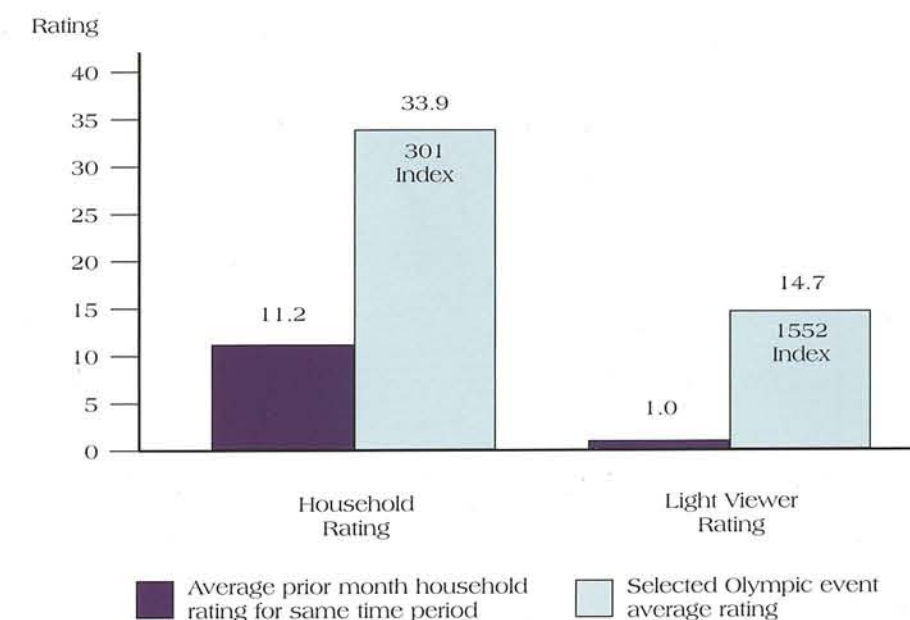


USA Saturday/Sunday Sport Programming



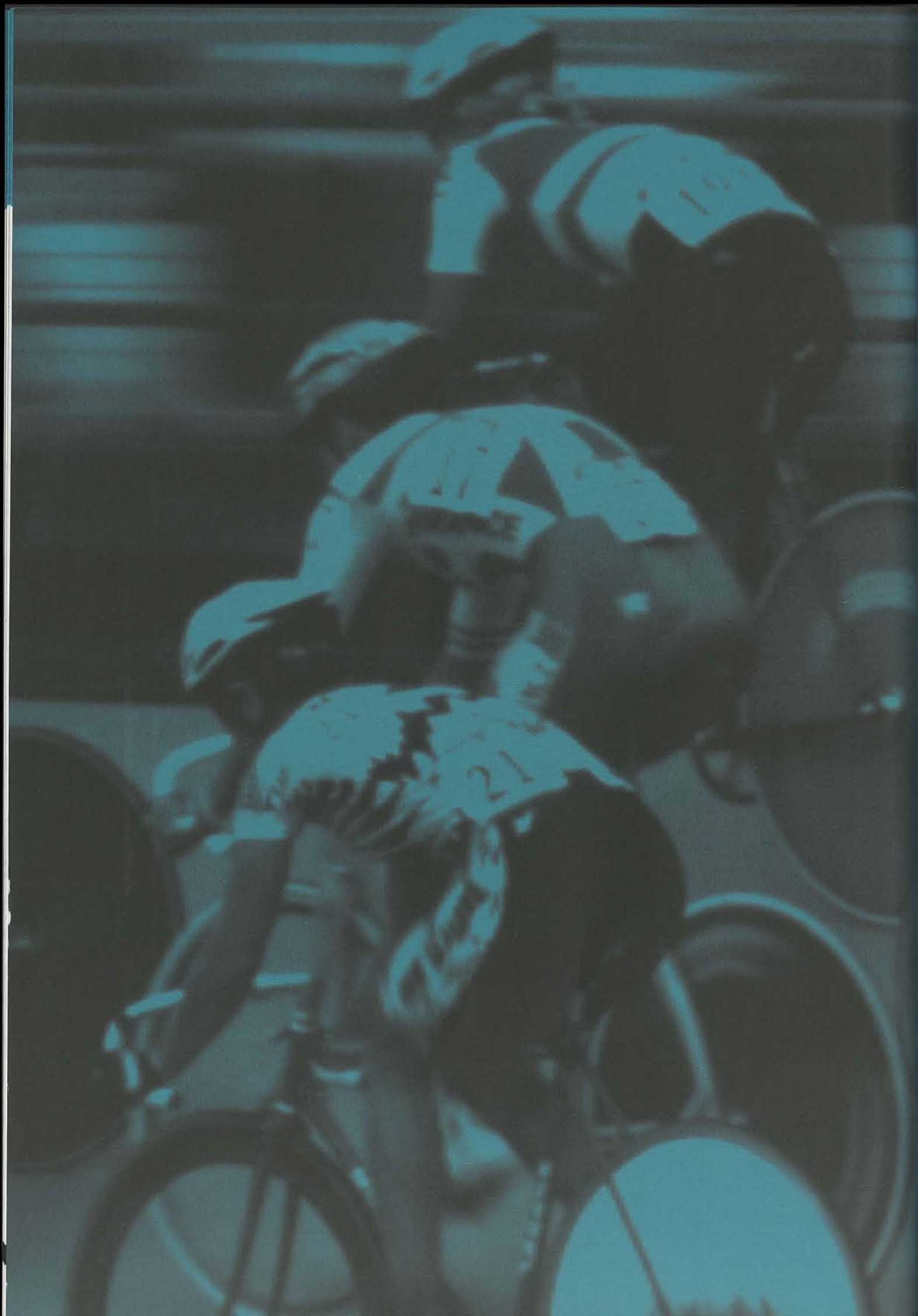
Source: Nielsen Television Index

Japan Average Household Ratings



Note: Ratings are for Kanto (Tokyo area, which is 30% of nation)

Source: Media Connections/Grey Advertising

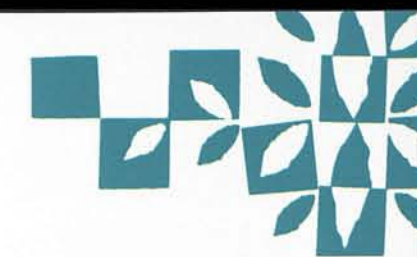


SECTION 2

CENTENNIAL OLYMPIC GAMES TELEVISION OVERVIEW

CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW



Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
AFRICA						
ALGERIA	TV ALGERIA, ART, FR2, C+	10,000	100:00	50,000,000	-	-
ANGOLA	CFI/TPA, FRENCH CH.	2,500	60:00	13,125,000	-	-
BENIN	ORTB/CFI, C+	450	65:00	1,404,000	-	-
BOTSWANA	GBC/CFI	150	60:00	787,500	-	-
BURKINA FASO	TVB/CFI, C+	600	62:00	3,330,000	-	-
BURUNDI	TNB/CFI, C+	250	60:00	1,312,500	-	-
CAMEROON	CRIV/CFI, C+	3,000	60:00	15,750,000	-	-
CAPE VERDE	TVECAV/CFI	25	60:00	131,250	-	-
CENTRAL AFRICAN REP	TVCENTR/CFI, C+	300	60:00	1,575,000	-	-
CHAD	TVCHAD/CFI	305	60:00	1,601,250	-	-
COMOROS	-	15	-	-	-	-
CONGO	RTC/CFI, C+	450	60:00	2,362,500	-	-
COTE D'IVOIRE	RTI/CFI, C+	4,500	60:00	23,625,000	-	-
DJIBOUTI	RTD/CFI, C+	175	55:00	367,500	-	-
EGYPT	ERT, C+, ART	25,000	60:00	61,250,000	-	-
EQUATORIAL GUINEA	TVEGB/CFI, C+	-	60:00	-	-	-
ERITREA	-	5	-	-	-	-
ETHIOPIA	ETV/CFI	3,250	60:00	17,062,500	-	-
GABON	RTG/CFI, C+	500	60:00	2,625,000	-	-
GAMBIA	IBS/CFI	50	60:00	262,500	-	-
GHANA	GBC/CFI	4,500	60:00	23,625,000	-	-
GUINEA	RTG/CFI, C+	325	469:00	2,340,000	-	-
GUINEA BISSAU	TVEGB/CFI, C+	100	60:00	525,000	-	-
KENYA	KTN/CFI	3,750	60:00	19,687,500	-	-
LESOTHO	LNCB/CFI	200	60:00	1,050,000	-	-
LIBERIA	-	225	-	-	-	-
LIBYA	-	2,500	-	-	-	-
MADAGASCAR	TVM/CFI	800	60:00	4,200,000	-	-
MALAWI	-	50	-	-	-	-
MALI	RTM/CFI, C+	700	60:00	3,675,000	-	-
MAURITANIA	TM/CFI, C+	900	60:00	4,725,000	-	-
MAURITIUS	MBC, RFO	1,150	208:00	4,554,000	-	-
MOROCCO	RTP, ART, FRA, C+	8,500	100:00	44,625,000	-	-
MOZAMBIQUE	TVM/CFI	275	60:00	1,443,750	-	-
NAMIBIA	NBC/CFI	475	60:00	2,493,750	-	-
NIGER	TELESAHEL/CFI, C+, RFO	300	16:00	720,000	-	-
NIGERIA	NTA, DBN, MINAL, C+	45,000	219:00	156,600,000	-	-
RWANDA	ORINFOR/CFI	25	60:00	131,250	-	-
SAO TOME & PRINCIPE	TVST/CFI	25	60:00	131,250	-	-

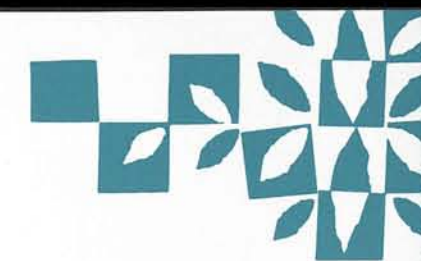
Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
SENEGAL	RTS/CFI, C+	425	60:00	2,231,250	-	-
SEYCHELLES	-	40	-	-	-	-
SIERRA LEONE	SLBC/CFI	200	60:00	1,050,000	-	-
SOMALIA	-	50	-	-	-	-
SOUTH AFRICA	SABC	18,945	173:45	52,864,000	1,689	23.1
SUDAN	SNTV/CFI, ART	12,500	60:00	65,625,000	-	-
SWAZILAND	BAS/CFI	15	60:00	78,750	-	-
TANZANIA	ZTV/CFI	750	60:00	3,937,500	-	-
TOGO	TVT/CFI, C+	300	60:00	1,575,000	-	-
TUNISIA	-	3,250	100:00	-	-	-
UGANDA	UTV/CFI	2,000	60:00	10,500,000	-	-
ZAIRE	OZRT/CFI, C+	8,750	60:00	-	-	-
ZAMBIA	ZNBC, TVZ/CFI, CFI	1,000	16:00	700,000	-	-
ZIMBABWE	ZTV/CFI	3,750	200:00	10,500,000	-	-
Sub Total		173,300	3763:45	616,159,500		

CENTRAL & SOUTH AMERICA

ANTIGUA and BARBUDA	ABS	73	100:00	109,200	-	-
ARGENTINA	ch3&5, Telenueva, Telefe, Am2, TVE, LRI, Q108	25,078	298:00	191,592,100	634	-
ARUBA	TELEARUBA	49	100:00	74,100	-	-
BAHAMAS	ZNS	156	100:00	234,000	-	-
BARBADOS	-	179	-	-	-	-
BELIZE	-	-	-	-	-	-
BERMUDA	ZFB TV 7, ZFB TV 2, Ch6	78	156:00	93,600	-	-
BOLIVIA	TSB, RED UNO, ATB	1,225	284:00	14,700,000	-	-
BRAZIL	TV GLO, TV REC, BAND.	104,693	678:20	2,383,503,000	55,491	53.0
BRITISH VIRGIN ISL.	-	8	-	-	-	-
CAYMAN ISLANDS	-	13	-	-	-	-
CHILE	TVN, CH13	11,200	48:00	10,080,000	-	-
COLOMBIA	SENAL COLUMBIA, CADENA UNO, CANAL A	21,434	116:00	34,294,400	-	-
COSTA RICA	TV CH 7&33	1,400	196:00	2,730,000	-	-
CUBA	IRCT	6,500	200:00	15,600,000	-	-
DOMINICA	-	13	-	-	-	-
DOMINICAN REP.	-	1,893	-	-	-	-
ECUADOR	EC, TA, TS, GA, TC, TELEAMAZONES	7,700	100:00	11,550,000	-	-
EL SALVADOR	ch4, CANAL CUATRO	1,754	34:00	1,893,780	-	-
GRENADA	-	78	-	-	-	-
GUATEMALA	CANALS 3&7	3,675	310:00	13,230,000	-	-

CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW



Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
GUYANA	-	53	-	-	-	-
HAITI	-	75	-	-	-	-
HONDURAS	CT H(Ch5)	1,225	105:00	2,205,000	-	-
JAMAICA	JBC, CVM	2,010	306:00	10,852,920	-	-
MEXICO	AZTECA	76,000	505:35	839,763,000	16,110	24.9
NETHERLANDS ANTILLES	-	91	-	-	-	-
NICARAGUA	-	805	-	-	-	-
PANAMA	-	1,365	-	-	-	-
PARAGUAY	CH 9, CH 13	1,225	48:00	980,000	-	-
PERU	CH 5,9,4	7,000	128:00	26,880,000	-	-
PUERTO RICO	ch7, ch11	2,158	175:00	7,337,200	-	-
ST CHRIST. & NEVIS	-	26	-	-	-	-
ST. LUCIA	RFO	65	-	-	-	-
ST. VINCENT & THE GRENADINES	-	47	-	-	-	-
SURINAME	HOL	151	-	-	-	-
TRINIDAD & TOBAGO	-	780	-	-	-	-
URUGUAY	CH 12,10,4,Nuevo Siglo TV, Monte TV, TCC TV	2,450	220:00	11,760,000	-	-
US VIRGIN ISL.	-	83	-	-	-	-
VENEZUELA	VENEZOLANA TV	12,950	130:00	31,080,000	-	-
Sub Total		295,756	4337:55	3,610,542,300		

NORTH AMERICA

CANADA	CBC, (RDI, NewsWorld, SRC)	27,675	244:10	115,413,000	2,889	10.4
USA	NBC	249,080	169:16	2,515,149,000	67,728	27.2
Sub Total		276,755	413:26	2,630,562,000		

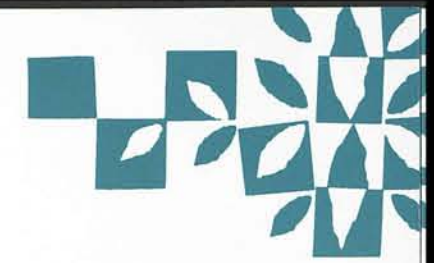
ASIA

AFGHANISTAN	-	260	-	-	-	-
AZERBAIJAN	EURO	3,432	-	-	-	-
BAHRAIN	BRTV/CFI, ART	10	60:00	25,480	-	-
BANGLADESH	BTV	975	50:00	731,250	-	-
BHUTAN	-	-	-	-	-	-
BRUNEI	RTB	247	50:00	185,250	-	-
CAMBODIA	KTV/CFI	182	60:00	445,900	-	-
CHINA	CENTRAL TV	860,000	204:05	4,345,520,000	163,400	19.0
GEORGIA	-	2,896	-	-	-	-
HONG KONG	ATV, TVB	5,691	744:00	129,767,000	1,717	30.1
INDIA	DD	100,700	50:00	75,525,000	-	-

Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
INDONESIA	ANTeve, TVRI, RCTI, SCTV, IVM	49,400	468:41	308,328,000	18,578	18.6
IRAN	IRIB	9,100	50:00	6,825,000	-	-
IRAQ	-	3,250	-	-	-	-
ISRAEL	IBA 1&2, EDUC/CFI, Euro, ORT, FR2	7,800	148:00	17,784,000	-	-
JAPAN	NHK, TX, CX, NTV, TBS, ANB (NHK DG), NHK SAT	123,500	332:42	1,896,340,000	53,105	43.0
JORDAN	JTRV/CFI, ART, C+	1,560	60:00	2,620,800	-	-
KAZAKSTAN	-	11,505	-	-	-	-
KOREA DPR (Nth)	-	7,020	-	-	-	-
KOREA, REP (Sth)	KBS, MBC, SBS	23,426	884:51	901,952,000	11,330	39.1
KUWAIT	KTV2/CFI, ART	780	60:00	1,911,000	-	-
KYRGYZSTAN	-	2,374	-	-	-	-
LAOS	Malaysian + Thai TV	99	-	-	-	-
LEBANON	ART, EURO	2,860	-	-	-	-
MALAYSIA	RTM, TV3	7,904	250:00	28,454,400	-	-
MALDIVES	DIB	13	50:00	9,750	-	-
MONGOLIA	MTV/CFI	351	60:00	859,950	-	-
MYANMAR (BURMA)	-	2,600	-	-	-	-
NEPAL	NTV	1,250	50:00	937,500	-	-
OMAN	Oman TV, ART	3,900	20:00	4,680,000	-	-
PAKISTAN	PTV, PBC	10,400	50:00	7,800,000	-	-
PALESTINE	-	-	-	-	-	-
PHILIPPINES	PTV	19,828	228:23	85,262,000	2,400	16.0
QATAR	QTEL/CFI, ART	31	60:00	76,440	-	-
SAUDI ARABIA	BSKSA/CFI, ART	6,500	60:00	15,925,000	-	-
SINGAPORE	TV 12, TCS	1,508	390:00	2,714,400	-	-
SRI LANKA	MTV, ITN, SLRC	3,525	05:00	4,512,000	-	-
SYRIA	ORTAS/CFI, ART	2,106	60:00	5,159,700	-	-
TAIWAN	TVS	18,200	100:00	27,300,000	-	-
TAJKISTAN	TADJIK TV	-	80:00	-	-	-
THAILAND	CH 7,3,5,9,11	30,976	227:00	92,929,200	-	-
TURKMENISTAN	-	2,374	-	-	-	-
UNITED ARAB EMIRATES	ABUD/CFI, ART	650	60:00	1,592,500	-	-
UZBEKISTAN	-	9,370	-	-	-	-
VIETNAM	VTV/CFI, HANOI/CFI	13,000	60:00	31,850,000	-	-
YEMEN	YTV/CFI, ART	520	60:00	1,274,000	-	-
Sub Total		1,352,074	4992:42	7,999,297,520		

CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW



Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
EUROPE						
ALBANIA	TVSH/CFI	1,040	60:00	2,548,000	-	-
ANDORRA	EURO	31	-	-	-	-
ARMENIA	TVARM/CFI	1,976	60:00	4,841,200	-	-
AUSTRIA	ORF1&2, EURO,3SAT,	6,633	244:38	21,228,000	677	10.4
BELARUS	EURO	8,172	-	-	-	-
BELGIUM	RTBF1, TELE21, BRTN2, EURO	9,205	597:40	25,237,000	546	10.3
BOSNIA - HERZEGOVINA	-	3,224	-	-	-	-
BULGARIA	BNTV, EURO	5,200	167:00	55,762,000	-	45.4
CROATIA	CTV, EURO	3,110	150:00	21,767,200	-	-
CYPRUS	CyBC, Ant, Logos, Sigma, EURO	608	420:00	2,263,248	-	-
CZECH REPUBLIC	CT1&2, EURO	9,628	216:00	63,928,592	-	-
DENMARK	DRTV, TV2, EURO	6,500	384:00	8,450,000	1,759	-
ESTONIA	ETV, EURO	1,334	275:00	10,203,570	-	-
FINLAND	MTV3, EURO	4,435	213:30	48,250,000	990	22.5
FRANCE	TF1, FRANCE TV, (C +), EURO	51,600	373:00	314,749,000	6,805	13.2
GERMANY	ARD,ZDF, 3SAT, 1+, EURO	71,034	520:46	298,376,000	6,968	9.8
GREECE	ERT, EURO	5,800	160:51	14,610,000	698	12.0
HUNGARY	MTV1&2, EURO	9,568	152:54	100,392,000	4,009	41.8
ICELAND	EURO	203	79:00	365,040	-	-
IRELAND	RTE, EURO	2,564	267:00	19,227,000	968	-
ITALY	RAI 1,2,3, EURO	55,400	282:00	264,321,000	5,263	9.5
LATVIA	LTV 1 and 2, EURO, DUNA	1,950	170:00	21,060,000	-	-
LIECHTENSTEIN	EURO	23	-	-	-	-
LITHUANIA	Lithuanian TV, EURO	3,793	165:00	87,399,936	-	-
LUXEMBOURG	CLT, EURO	372	08:00	594,880	-	-
MACEDONIA FYR of	-	1,014	-	-	-	-
MALTA	EURO	346	-	-	-	-
MOLDOVA	TVM/CFI, EURO	3,120	60:00	7,644,000	-	-
MONACO	EURO	52	-	-	-	-
NETHERLANDS	NOS, EURO	14,100	226:48	95,801,000	2,214	15.7
NORWAY	NRK, TVN, EURO	3,661	337:00	45,661,000	1,110	30.0
POLAND	TVP 1&2, EURO	32,000	248:24	414,700,000	7,800	24.0
PORTUGAL	RTP 1 and 2, EURO	8,320	221:00	33,280,000	1,722	19.2
ROMANIA	TVR, EURO	20,800	150:00	145,600,000	-	-
RUSSIA	ORT, RTR, EURO	150,170	196:01	825,304,000	28,388	18.9
SAN MARINO	EURO	18	-	-	-	-
SLOVAKIA	SLOVAK TV, EURO	4,880	150:00	34,160,000	-	-

Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
SLOVENIA	SLOVEN TV, EURO	1,386	208:00	11,640,720	-	-
SPAIN	TVE, (C+, TELEDIP, SPORTMANIA), EURO	37,962	416:00	162,508,000	2,863	7.5
SWEDEN	SVT1&2, TV4, EURO,	8,400	228:33	54,700,000	984	26.1
SWITZERLAND	SWISS4, SRG, EURO,	7,251	900:00	29,150,628	-	-
TURKEY	TRT, EURO	39,000	76:00	78,000,000	-	-
UKRAINE	UT1&2, EURO	39,861	200:00	267,863,232	-	-
UNITED KINGDOM	BBC 1, BBC 2, EURO	54,786	297:00	326,710,000	7,678	14.5
VATICAN CITY	EURO,	1	-	-	-	-
YUGOSLAVIA	EURO	7,462	-	-	-	-
Sub Total		697,992	8881:05	3,918,296,246		

OCEANIA

AMERICAN SAMOA	-	21	-	-	-	-
AUSTRALIA	CH7	12,000	308:11	184,627,000	4,800	40.0
COOK ISLANDS	RFO	10	-	-	-	-
FUJI	FijiTV (With TVNZ)	1,248	35:00	5,803,200	-	-
GUAM	-	16	-	-	-	-
KIRIBATI	-	-	-	-	-	-
MARSHALL ISLAND	-	3	-	-	-	-
MICRONESIA, FED STATES,	-	18	-	-	-	-
NAURU	TVNZ	1	-	-	-	-
NEW ZEALAND	TVNZ	3,128	240:00	26,629,000	682	22.0
PALAU	ICTV	13	100:00	62,400	-	-
PAPUA NEW GUINEA	-	26	-	-	-	-
SOLOMON ISLANDS	-	250	-	-	-	-
TONGA	-	1	-	-	-	-
TUVALU	-	1	-	-	-	-
VANUATU	TVV/CFI, RFO	1	60:00	2,450	-	-
WESTERN SAMOA	-	21	-	-	-	-
Sub Total		16,757	743:11	217,124,050		

Dependencies, Territories

Dep', Terr' & Poss' (Australia)	-	-	-	-	-	-
Dep', Terr' & Poss' (Denmark)	EURO	81	-	-	-	-
Dep', Terr' & Poss' (France)	RFO	1,209	-	-	-	-
Dep', Terr' & Poss' (Netherlands)	-	-	-	-	-	-

CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW

Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
Dep', Terr' & Poss' (New Zealand)	-	8	-	-	-	-
Dep', Terr' & Poss' (Norway)	-	-	-	-	-	-
Dep', Terr' & Poss' (Portugal)	-	390	-	-	-	-
Dep', Terr' & Poss' (Spain)	-	-	-	-	-	-
Dep', Terr' & Poss' (UK)	-	31	-	-	-	-
Dep', Terr' & Poss' (USA)	-	-	-	-	-	-
Sub Total		1,718				
SATELLITE						
ART	-	2,000	375:00	1,000,000	-	-
C+ANTILLES	-	78	350:00	37,440	-	-
C+EUROPE	-	14,300	350:00	6,864,000	-	-
C+HORIZONS	-	291	350:00	139,776	-	-
CIS (RTO)	-	100,000	85:00	500,000,000	-	-
EUROSPORT	-	155,329	399:47	63,879,000	1,250	0.8
FR2	-	-	-	-	-	-
OTHERS	-	-	-	-	-	-
RFO	-	1,570	150:00	5,025,280	-	-
Sub Total		273,569	2059:47	576,945,496		
TOTAL		3,087,922	25191:51	19,568,927,112		

Please note the following:

The figures in *italics* were estimated.

The total coverage and audience figures per Country relate to national broadcasters only. The satellite figures are listed in the final section.

Those countries without a specified Olympic broadcaster were able to receive coverage from neighbouring broadcasters due to a "spill over" effect.

Those stations listed in brackets have not been included in the totals due to either a low penetration and/or the unavailability of audience data.

Source: SMS

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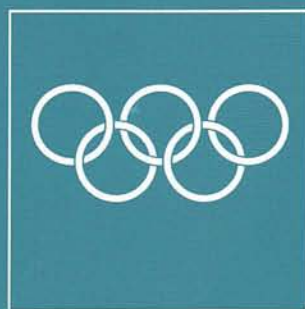
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The IOC commissioned Sports Marketing Surveys, Brussels, to monitor the 1996 Centennial Olympic Games television coverage worldwide. This report contains the data collected from this study, as well as syndicated Nielsen Television Index studies, SRI (Sponsorship Research International, London) data, analysis from individual broadcast companies, and data analysis by Media Communications, a subsidiary of Grey Advertising. This is the third such report produced by the IOC: 1992 Albertville and Barcelona Olympic Games Broadcast Report, 1994 Lillehammer Olympic Winter Games Broadcast Report, and this 1996 Centennial Olympic Games Broadcast Report.

The information contained in this report has been collected from a variety of sources. Methodology used in collecting TV data varies from study to study and country to country. Although the utmost care has been taken to ensure the accuracy of the data and comparisons have been presented in a balanced manner, the accuracy of the data cannot be guaranteed. Any use of or reliance upon the information contained in this report is at the risk of the person(s) using or relying on such information.

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